

<i>SERFF Tracking Number:</i>	<i>UHLC-126122406</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>42206</i>
<i>Company Tracking Number:</i>	<i>LA19833 (3/09)</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS05G.001 Plan A</i>
	<i>Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Agent Lead Gen: Value Campaign/LA19883 (3/09)</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company		
Product Name: Medicare Supplement	SERFF Tr Num: UHLC-126122406	State: ArkansasLH
TOI: MS05G Group Medicare Supplement - Standard Plans	SERFF Status: Closed	State Tr Num: 42206
Sub-TOI: MS05G.001 Plan A	Co Tr Num: LA19833 (3/09)	State Status: Under Review
Filing Type: Advertisement	Co Status:	Reviewer(s): Stephanie Fowler
	Author: Tammy Frederick	Disposition Date: 05/07/2009
	Date Submitted: 04/21/2009	Disposition Status: Filed-Closed
Implementation Date Requested: On Approval		Implementation Date:
State Filing Description:		

General Information

Project Name: Agent Lead Gen: Value Campaign	Status of Filing in Domicile: Pending
Project Number: LA19883 (3/09)	Date Approved in Domicile:
Requested Filing Mode: File & Use	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Group
Submission Type: New Submission	Group Market Size: Large
Overall Rate Impact:	Group Market Type: Association
Filing Status Changed: 05/07/2009	Explanation for Other Group Market Type:
	State Status Changed: 05/06/2009
Deemer Date:	Corresponding Filing Tracking Number:
	LA19883 (3/09)

Filing Description:

Enclosed for your information and review are proof copies of advertising material for use in connection with the AARP group health insurance program "AARP Health Care Options". This advertising is new and does not replace any material previously submitted to the Department.

"The definitions, disclosures, eligibility requirements, exclusions, limitations, Group Policy Form No. GRP 79171 GPS-1,

SERFF Tracking Number: UHLC-126122406 State: Arkansas
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Plans
Product Name: Medicare Supplement
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as well as the statement “.....not connected with, or endorsed by, the U.S. Government or the federal Medicare program” can be found on BA8982 DIS AR (02/06) which was approved by the Department on 3/20/06 under the Department’s File No: 30566.

MEDICARE SUPPLEMENT

AGENT LEAD GEN: VALUE CAMPAIGN

2009

LA19883 (3/09) LETTER

AS701 (2/09) PRINT AD

AS715 (3/09) PRINT AD

CA1863 (2/09) SELF MAILER

METHOD OF MARKETING FOR ABOVE MENTIONED COMPONENTS:

LA19833 (3/09) - DIRECT MAIL

AS701 (2/09) - POSTED AT COMMUNITY CENTERS AND/OR SENT THROUGH THE MAIL TO
MEDICARE BENEFICIARIES

AS715 (3/09) - SMALL AD WILL BE PLACED BY LICENSED AGENTS IN LOCAL NEWSPAPERS

CA1863 (2/09) - DIRECT MAIL

Company and Contact

Filing Contact Information

Susan Cipollo, Director
680 Blair Mill Rd.
Horsham, PA 19044

Susan_J_Cipollo@uhc.com
(215) 902-8444 [Phone]
(215) 902-8813[FAX]

Filing Company Information

UnitedHealthcare Insurance Company

CoCode: 79413

State of Domicile: Connecticut

450 Columbus Boulevard	Group Code: 707	Company Type: Life and Health
PO Box 150450		
Hartford, CT 06115-0450	Group Name:	State ID Number:
(860) 702-5000 ext. [Phone]	FEIN Number: 36-2739571	

SERFF Tracking Number: UHLC-126122406 State: Arkansas
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Product Name: Medicare Supplement
Project Name/Number: Agent Lead Gen: Value Campaign/LA19883 (3/09)

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: 25.00 per form. 4 forms
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	04/21/2009	27308529

SERFF Tracking Number: UHLC-126122406 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42206

Company Tracking Number: LA19833 (3/09)

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: Medicare Supplement

Project Name/Number: Agent Lead Gen: Value Campaign/LA19883 (3/09)

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	05/07/2009	05/07/2009

Amendments

Item	Schedule	Created By	Created On	Date Submitted
LETTER	Form	Tammy Frederick	05/05/2009	05/05/2009
PRINT AD	Form	Tammy Frederick	05/05/2009	05/05/2009
PRINT AD	Form	Tammy Frederick	05/05/2009	05/05/2009
SELF	Form	Tammy Frederick	05/05/2009	05/05/2009

MAILER

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Attachments	Note To Filer	Stephanie Fowler	05/04/2009	05/04/2009

SERFF Tracking Number:	UHLC-126122406	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	42206
Company Tracking Number:	LA19833 (3/09)		
TOI:	MS05G Group Medicare Supplement - Standard Plans	Sub-TOI:	MS05G.001 Plan A
Product Name:	Medicare Supplement		
Project Name/Number:	Agent Lead Gen: Value Campaign/LA19883 (3/09)		

Disposition

Disposition Date: 05/07/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126122406 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42206

Company Tracking Number: LA19833 (3/09)

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A Plans

Product Name: Medicare Supplement

Project Name/Number: Agent Lead Gen: Value Campaign/LA19883 (3/09)

Item Type	Item Name	Item Status	Public Access
Form (revised)	LETTER	Filed	Yes
Form	LETTER		Yes
Form (revised)	PRINT AD	Filed	Yes
Form	PRINT AD		Yes
Form (revised)	PRINT AD	Filed	Yes
Form	PRINT AD		Yes
Form (revised)	SELF MAILER	Filed	Yes
Form	SELF MAILER		Yes

SERFF Tracking Number: UHLC-126122406 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42206

Company Tracking Number: LA19833 (3/09)

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: Medicare Supplement

Project Name/Number: Agent Lead Gen: Value Campaign/LA19883 (3/09)

Amendment Letter

Amendment Date:

Submitted Date: 05/05/2009

Comments:

Per note to Filer from 5/4/09, I've submitted the forms to the Form Schedule Tab. My apologies for not attaching them before submitting the filing initially.

Thank you for your time.

Changed Items:

Form Schedule Item Changes:

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
LA19883 (3/09)	Advertising	LETTER	Initial					LA19883 (3 09).pdf

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
AS701 (2/09)	Advertising	PRINT AD	Initial					AS701 (2 09).pdf

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
AS715 (3/09)	Advertising	PRINT AD	Initial					AS715 (3 09)_sm.pdf

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
CA1863	Advertising	SELF	Initial					CA1863 (2

SERFF Tracking Number: UHLC-126122406 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42206
Company Tracking Number: LA19833 (3/09)
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: Medicare Supplement

Project Name/Number: Agent Lead Gen: Value Campaign/LA19883 (3/09)
(2/09) MAILER

09).pdf

SERFF Tracking Number: UHLC-126122406 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 42206
Company Tracking Number: LA19833 (3/09)
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans
Product Name: Medicare Supplement
Project Name/Number: Agent Lead Gen: Value Campaign/LA19883 (3/09)

Note To Filer

Created By:

Stephanie Fowler on 05/04/2009 02:18 PM

Last Edited By:

Stephanie Fowler

Submitted On:

05/07/2009 04:27 PM

Subject:

Attachments

Comments:

It seems that the pieces were not attached to this filing.

SERFF Tracking Number: UHLC-126122406 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 42206

Company Tracking Number: LA19833 (3/09)

TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A
Plans

Product Name: Medicare Supplement

Project Name/Number: Agent Lead Gen: Value Campaign/LA19883 (3/09)

Form Schedule

Lead Form Number: LA19833 (3/09)

Review Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed	LA19883 (3/09)	Advertising LETTER	Initial			LA19883 (3 09).pdf
Filed	AS701 (2/09)	Advertising PRINT AD	Initial			AS701 (2 09).pdf
Filed	AS715 (3/09)	Advertising PRINT AD	Initial			AS715 (3 09)_sm.pdf
Filed	CA1863 (2/09)	Advertising SELF MAILER	Initial			CA1863 (2 09).pdf

You want to stay ahead
of health care costs.
**Having a Medicare supplement
insurance plan could help.**

Dear Friend,

You want to hold on to what's valuable to you — like the savings you've worked so hard to build. Having Medicare supplement insurance could help you stay ahead of health care costs.

One option to consider is an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company. These plans (and all Medicare supplement insurance plans) help pay for some of the out-of-pocket expenses not paid by Medicare. One of them could fit your needs.

AARP Medicare Supplement Insurance plans feature:

- Competitive rates
- Excellent service¹
- A wide variety of plans to meet your needs

And like all Medicare supplement insurance plans, they give you the freedom to choose any doctor who accepts Medicare.

I can help you get the information you need to decide if an AARP Medicare Supplement Insurance Plan is a good fit for you.

Call today for more information [or join me at a seminar to explore your options].

[Date], [Time]
[Location]
[Address]
[City], [ST] [ZIP]

[Date], [Time]
[Location]
[Address]
[City], [ST] [ZIP]

Part D prescription drug plans may be discussed.

Sincerely,

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]
[agentname@e-mail.com]
[optional - agent address]

A UnitedHealthcare® Medicare Solution

¹ Based on internal 2009 company data. <http://www.aarphealthcare.com/statistics>.

UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members.

AARP contracts with insurers to make coverage available to AARP members. Neither AARP nor its affiliate is the insurer. AARP Medicare Supplement Insurance Plans are insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). **Not connected with or endorsed by the U.S. Government or the federal Medicare program.** Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. **This is a solicitation of insurance. An agent may contact you.** Call to receive complete information, including benefits, costs, eligibility requirements, exclusions, and limitations.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives, or advisors. AARP does not make health plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a health plan.
LA19883 (3/09)



Medicare Supplement Plans

insured by **UnitedHealthcare
Insurance Company**

You've worked hard
to build your savings.

**Having a Medicare supplement insurance
plan is one way to stay ahead of health care costs.**

Find out if an AARP® Medicare Supplement Insurance Plan meets your needs.

You want to hold on to what's valuable to you – like the savings you've worked so hard to build. Having Medicare supplement insurance is one way to stay ahead of health care costs. One option to consider is an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company. AARP Medicare Supplement Insurance Plans feature:

- Competitive rates
- Excellent service¹
- A wide variety of plans to meet your needs

And, like all Medicare supplement plans, AARP Medicare Supplement Plans:

- Provide benefits to help cover some of the out-of-pocket costs not paid by Medicare
- Give you the freedom to choose any doctor who accepts Medicare

Call today for more information [or join me at a seminar to explore your options].

[Date], [Time]
[Location]
[Address]
[City], [ZIP]

[Date], [Time]
[Location]
[Address]
[City], [ZIP]

Part D prescription drug plans may be discussed.

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]
[agent@email.com]

[Optional - Agent Address]



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Medicare Supplement Plans

insured by **UnitedHealthcare Insurance Company**

Having a Medicare supplement insurance plan could help you stay ahead of health care costs.

- Competitive rates
- Excellent service¹
- Choose any doctor that accepts Medicare

Call today for more information [or to find out about seminars in your area].

<Agent Name>

<1-XXX-XXX-XXXX>

Licensed Insurance Agent

Contracted with UnitedHealthcare

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AS715 (3/09)

<Agent Address>
<City>, <ST> <ZIP>

Get helpful information to better understand your options.

<Recipient Name>
<Recipient Address>
<Recipient City>, <State> <Zip>

AARP[®] | **Medicare Supplement Plans**
insured by **UnitedHealthcare**
Insurance Company

CA1863 (2/09)

A

AARP[®] | **Medicare Supplement Plans**
insured by **UnitedHealthcare**
Insurance Company

**You've worked hard to
build your savings.**

**Having a Medicare
supplement insurance plan
is one way to stay ahead of
health care costs.**





Medicare Supplement Plans

insured by **UnitedHealthcare
Insurance Company**

Find out if an AARP® Medicare Supplement Insurance Plan meets your needs.

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[Date], [Time]

[Location]

[Address]

[City], [ZIP]

[Date], [Time]

[Location]

[Address]

[City], [ZIP]

Part D prescription drug plans may be discussed.

[Agent Name]

Licensed Insurance Agent

Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]

[agent@email.com]

[Optional - Agent Address]

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CA1863 (2/09)



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	<i>Plans</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Agent Lead Gen: Value Campaign/LA19883 (3/09)</i>		

Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number:	UHLC-126122406	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	42206
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Superseded Attachments

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Original Date:	Schedule	Document Name	Replaced Date	Attach Document
No original date	Form	LETTER	04/21/2009	
No original date	Form	PRINT AD	04/21/2009	
No original date	Form	PRINT AD	04/21/2009	
No original date	Form	SELF MAILER	04/21/2009	